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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/531,076	03/18/2000	Geoffrey B. Rhoads	60138	5497
23735	7590	08/06/2008		
DIGIMARC CORPORATION 9405 SW GEMINI DRIVE BEAVERTON, OR 97008			EXAMINER	ZIA, SYED
			ART UNIT	PAPER NUMBER
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 09/531,076	<b>Applicant(s)</b> RHOADS ET AL.
	<b>Examiner</b> SYED ZIA	<b>Art Unit</b> 2131

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
  - If no period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
  - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(o).

#### Status

- 1) Responsive to communication(s) filed on 25 April 2008.  
 2a) This action is FINAL.      2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1,3-5 and 17-40 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) 1,3-5 and 32-40 is/are allowed.  
 6) Claim(s) 17-31 is/are rejected.  
 7) Claim(s) \_\_\_\_\_ is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- 1) Notice of References Cited (PTO-892)  
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)  
 3) Information Disclosure Statement(s) (PTO/SB/08)  
 Paper No(s)/Mail Date 04/2008
- 4) Interview Summary (PTO-413)  
 Paper No(s)/Mail Date \_\_\_\_\_  
 5) Notice of Informal Patent Application  
 6) Other: \_\_\_\_\_

## **DETAILED ACTION**

### ***Response to Amendment***

This office action is in response to amendment filed on April 25, 2008. Original application contained Claims 1-16. Applicant previously canceled Claims 2, 6-16, and added new Claims 17-22, and 23-31. Applicant currently amended Claims 1, 3-5, and added new Claims 32-40. Therefore, presently pending claims are 1, 3-5, and added 17-40.

### ***Allowable Subject Matter***

Claims 1, 2-5, and 32-40 are allowed.

### ***Response to Arguments***

Applicant's arguments with respect to claim are 1, 3-5, and 17-31 have been considered but are moot in view of the new ground(s) of rejection.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

- (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are

such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

1. Claims 17-31 are rejected under 35 U.S.C. 103(a) as being unpatentable over Weiss (U.S. Patent 7,065,559), and further in view of Madsen (U. S. Patent 6,941,338).
3. Regarding Claim 17 Weiss teaches and describes in a method of linking from physical objects to corresponding electronic resources (Fig.1-4, and col.3 line 12 to col.8 line 55), the method including decoding object payload [bridge code 154] data from a machine readable [scanning] feature associated with a physical object [media object 150] (col.6 line 26 to line 33, and col.5 line 45 to line 60), querying a database [database 22] with at least some of said payload data [bridge code 154] to obtain address information associated with said physical object (col.6 line 57 to col.7 line 10); and initiating an electronic link based on said obtained address information (col.7 line 12 to line 45); an improvement comprising foreseeing information about object payloads that may be forthcoming but that do not share the first object the payload data with which the database was queried [such as recipe, coupon, author web site] (col.7 line 57 to line 67); and anticipatory sending address information associated with such foreseen payloads data sending address information associated with the first physical object wherein address information associated with other physical objects - but not associated with the first physical object - are sent in expectation that such other physical objects may thereafter be sensed [such as recipe, coupon, author web site] (col. 7 line 48 to col.8 line 17).

Although the system disclosed by Weiss shows all the features of the claimed limitation, of for linking between objects and associated remote resources, as well as linking user the subject matter of tangible media with related subject matter in media stored on a computer or

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related actions accomplished by a computer, but Weiss does not specifically disclose in detail sending anticipatory sending address information associated with such foreseen payloads.

In an analogous art, Madsen, on the other hand discloses computing environment that relates to an anticipatory cache management system which is associated with each base station. The anticipatory cache management stores files regularly requested by the remote unit within the coverage area of the corresponding base station. In response to request of uniquely identified object information, another computer is accessed where lookup operation is done to match object identification code, for obtaining other unique remote object information. Remote locations are accessed based on routing information (Madsen: col.5line 35 to line 52).

Therefore, It would have been obvious to one ordinary skilled in the art at the time of invention to combine the teachings of Weiss and Madsen, because Madsen's system of anticipatory pre-fetching when a file or object is retrieved and stored in the cache before the users request it, would not only provide the uniquely identified and logically related other objects information as requested by the user in the system of Weiss when encounter the first object information for linking between first object and logically associated remote resources, but will also enhance services and features that may be employed to establish communication between a user and external network to locate logically related object information stored in database for anticipatory caching(Madsen: col.5 line 53 to col.6 line 7).

4. Regarding Claim 23 Weiss teaches and describes a method Fig.1-4, and col.3 line 12 to col.8 line 55) comprising:

- sensing [scanning] an object identifier [bridge code 154] from a first object computer system 30, PDA 38, media object 150] (col.6 line 26 to line 33, and col.5 line 45 to line 60);

sending said first object identifier [bridge code 154] from a first device to a second device [Bridge Server 20] (col.6 line 57 to col.7 line 10);

in response, at said second device[Bridge Server 20], identifying address information corresponding to said first object identifier and sending same to the first device (col.7 line 12 to line 45); initiating a link from the first device in accordance with said address information at said second device, (col.7 line 12 to line 45);

after initiating said link, identifying additional objects related [such as recipe, coupon, author web site] to said first object; identifying additional address information corresponding to said additional objects; and sending said additional address information to the first device (col.7 line 57 to line 67); storing said additional address information in a memory at the first device; wherein, if an object included among said identified additional objects is sensed by the first device, the corresponding address information can be retrieved from said memory in the first device without the intervening delays of communicating with the second device (col. 7 line 48 to col.8 line 17).

Although the system disclosed by Weiss shows all the features of the claimed limitation, of for linking between objects and associated remote resources, as well as linking user the subject matter of tangible media with related subject matter in media stored on a computer or related actions accomplished by a computer, but Weiss does not specifically disclose in detail sending anticipatory sending address information associated with such foreseen payloads.

In an analogous art, Madsen, on the other hand discloses computing environment that relates to an anticipatory cache management system which is associated with each base station. The anticipatory cache management stores files regularly requested by the remote unit within the coverage area of the corresponding base station. In response to request of uniquely identified object information, another computer is accessed where lookup operation is done to match object identification code, for obtaining other unique remote object information. Remote locations are accessed based on routing information (Madsen: col.5 line 35 to line 52).

Therefore, It would have been obvious to one ordinary skilled in the art at the time of invention to combine the teachings of Weiss and Madsen, because Madsen's system of anticipatory pre-fetching when a file or object is retrieved and stored in the cache before the users request it, would not only provide the uniquely identified and logically related other objects information as requested by the user in the system of Weiss when encounter the first object information for linking between first object and logically associated remote resources, but will also enhance services and features that may be employed to establish communication between a user and external network to locate logically related object information stored in database for anticipatory caching(Madsen: col.5 line 53 to col.6 line 7).

Regarding Claim 24 Weiss teaches and describes a method of linking from physical objects to corresponding electronic resources (Fig.1-4, and col.3 line 12 to col.8 line 55), the method including decoding object payload [bridge code 154] from a machine readable feature [scanning] associated with a physical object [tangible media object 150] (col.6 line 26 to line 33, and col.5 line 45 to line 60) querying a database [Database 22] with at least some of said payload

data to obtain address information associated with said physical object (col.6 line 57 to col.7 line 10); and initiating an electronic link based on said obtained address information (col.7 line 12 to line 45); an improvement comprising foreseeing information about object payloads [such as recipe, coupon, author web site] that may be forthcoming (col.7 line 57 to line 67); and anticipatorily sending address information associated with such foreseen object payloads after initiating said electronic link (col. 7 line 48 to col.8 line 17).

Although the system disclosed by Weiss shows all the features of the claimed limitation, or for linking between objects and associated remote resources, as well as linking user the subject matter of tangible media with related subject matter in media stored on a computer or related actions accomplished by a computer, but Weiss does not specifically disclose in detail sending anticipatory sending address information associated with such foreseen payloads.

In an analogous art, Madsen, on the other hand discloses computing environment that relates to an anticipatory cache management system which is associated with each base station. The anticipatory cache management stores files regularly requested by the remote unit within the coverage area of the corresponding base station. In response to request of uniquely identified object information, another computer is accessed where lookup operation is done to match object identification code, for obtaining other unique remote object information. Remote locations are accessed based on routing information (Madsen: col.5line 35 to line 52).

Therefore, It would have been obvious to one ordinary skilled in the art at the time of invention to combine the teachings of Weiss and Madsen, because Madsen's system of anticipatory pre-fetching when a file or object is retrieved and stored in the cache before the users request it, would not only provide the uniquely identified and logically related other

objects information as requested by the user in the system of Weiss when encounter the first object information for linking between first object and logically associated remote resources, but will also enhance services and features that may be employed to establish communication between a user and external network to locate logically related object information stored in database for anticipatory caching(Madsen: col.5 line 53 to col.6 line 7).

5. Regarding Claim 30 Weiss teaches and describes a method of linking from physical objects to corresponding electronic resources (Fig.1-4, and col.3 line 12 to col.8 line 55), the method including decoding object payload data [bridge code 154] from a machine readable feature associated with a physical object [media object 150] (col.6 line 26 to line 33, and col.5 line 45 to line 60), querying a database [Database 22 ]with at least some of said payload data to obtain address information associated with said physical object (col.6 line 57 to col.7 line 10); and initiating an electronic link based on said obtained address information (col.7 line 12 to line 45); an improvement comprising foreseeing information about object payloads that may be forthcoming, and the order in which said other object payloads may be forthcoming [such as recipe, coupon, author web site], and anticipatorily sending address information associated with such foreseen object payloads, in such order (col. 7 line 48 to col.8 line 17).

Although the system disclosed by Weiss shows all the features of the claimed limitation, of for linking between objects and associated remote resources, as well as linking user the subject matter of tangible media with related subject matter in media stored on a computer or

related actions accomplished by a computer, but Weiss does not specifically disclose in detail sending anticipatory sending address information associated with such foreseen payloads.

In an analogous art, Madsen, on the other hand discloses computing environment that relates to an anticipatory cache management system which is associated with each base station. The anticipatory cache management stores files regularly requested by the remote unit within the coverage area of the corresponding base station. In response to request of uniquely identified object information, another computer is accessed where lookup operation is done to match object identification code, for obtaining other unique remote object information. Remote locations are accessed based on routing information (Madsen: col.5 line 35 to line 52).

Therefore, It would have been obvious to one ordinary skilled in the art at the time of invention to combine the teachings of Weiss and Madsen, because Madsen's system of anticipatory pre-fetching when a file or object is retrieved and stored in the cache before the users request it, would not only provide the uniquely identified and logically related other objects information as requested by the user in the system of Weiss when encounter the first object information for linking between first object and logically associated remote resources, but will also enhance services and features that may be employed to establish communication between a user and external network to locate logically related object information stored in database for anticipatory caching(Madsen: col.5 line 53 to col.6 line 7).

6. Claims 18-22, 25-29, and 31 are rejected applied as above rejecting Claims 3, 17, 24, and 30. Furthermore, system of Weiss and Madsen teaches and describes a system and method

(Weiss: Fig.1-4, and col.3 line 12 to col.8 line 55, and Madsen: Fig.3-4, col. 3 line 30 to line 46)

wherein:

As per 18, the physical object is a member of a logical set, and the method includes anticipatorily sending address information associated with other objects that are also member of said logical set (col.7 line 46 to col.8 line 17, and Madsen: col.5line 35 to line 52);

As per Claim 19, the logical set comprises of advertisements found in particular magazine [tangible media object 150] (col.7 line 46 to col.8 line 17, and Madsen: col.5 line 35 to line 52);

As per Claim 20, foreseeing an order in which other object payloads may be forthcoming, and anticipatorily sending address information for each object payloads in said (col.7 line 46 to col.8 line 17, and Madsen: col.5 line 35 to line 52).

As per Claim 21, said order is based on an order of printed pages in a bound volume (col.5 line 46 to line 59, and col.7 line 5 to line 45, and Madsen: col.5 line 35 to line 52).

As per Claim 22, determining an order in which to send address information associated with said foreseen object based on a contractual arrangement [conditional information] (col.7 line 56 to col.8 line 17, and Madsen: col.5 line 35 to line 52).

As per Claim 25, the physical object is a member of a logical set, and the method includes anticipatorily sending address information associated with other objects that are also members of said logical set [objects, such as recipe, coupon, author web site] (col.7 line 46 to col.8 line 17, a and Madsen: col.5 line 35 to line 52);

As per Claim 26, the logical set comprises a set of advertisements found in a particular magazine [tangible media object 150] (col.7 line 46 to col.8 line 17, and Madsen: col.5 line 35 to line 52);

As per Claim 27, includes foreseeing an order in which other object payloads may be forthcoming [objects ,such as recipe, coupon, author web site], and anticipatorily sending address information for such object payloads in said order (col.7 line 46 to col.8 line 17, and Madsen: col.5 line 35 to line 52);

As per Claim 28, said order is based on an order of printed pages in a bound volume (col.5 line 46 to line 59, and col.7 line 5 to line 45, and Madsen: col.5 line 35 to line 52).

As per Claim 29 includes determining an order in which to send address information associated with said foreseen object payloads based on a contractual arrangement [conditional information] (col.7 line 56 to col.8 line 17, and Madsen: col.5 line 35 to line 52).

As per Claim 31, said order is based on an order of printed pages in a bound (col.5 line 46 to line 59, and col.7 line 5 to line 45, and Madsen: col.5 line 35 to line 52).

### *Conclusion*

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SYED ZIA whose telephone number is (571)272-3798. The examiner can normally be reached on 9:00 to 5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ayaz Sheikh can be reached on 571-272-3795. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

SZ

July 31, 2008

/Syed Zia/

Primary Examiner, Art Unit 2131